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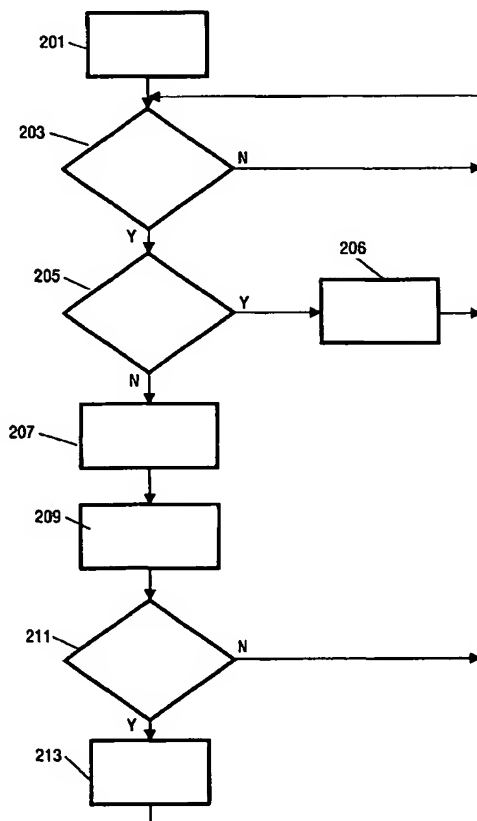
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(54) Title: **RECOMMENDER AND METHOD OF PROVIDING A RECOMMENDATION OF CONTENT THEREFOR**



(57) Abstract: The invention relates to a system for recommending content items. A user profile processor (113) determines (201) a user preference profile for a user for different categories of content. When a content item is received (203), a recommender processor (111) determines (205) if a first content item correlates with the user preference profile. If there is such an associative correspondence, the content item is recommended (206) to the user. If not, the recommender processor (111) determines (211) if the received content item comprises at least a first characteristic having an associative correspondence to at least a second characteristic of a second content item having a high user preference. If there is such an associative correspondence, the received item is recommended to the user. The associative correspondence may be determined to exist if textual descriptions for the two content items comprise similar words. The invention allows an increased diversity in recommendations and is particularly suitable for a Private Video Recorder.



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